

The Theorization Seminar
Doctoral Seminar on Consumption, Markets, and Culture Theorization

1-6 June 2026
Ankara, Turkey

This five-day intensive seminar focuses on mid-range and contextually grounded theorization of consumption, markets, and marketing. It introduces participants to contemporary historical, socio-cultural, and political-economic approaches to conceptualizing and theorizing market and consumption phenomena.

The seminar is designed primarily for doctoral students and early-career faculty members; however, anyone with an interest in these topics is welcome to participate.

This event is part of the European Doctoral School on Consumer Culture Theorizing (<https://www.cctweb.org/doctoral-seminars>). The seminar has been offered biennially since 2005—initially at Bilkent University and, since 2019, at Middle East Technical University (<https://ba.metu.edu.tr/en/cmct-doctoral-seminar>).

Seminar Objectives:

1. The seminar aims to familiarize participants with the socio-culturally inspired research on markets, consumption, and marketing – broadly known as Consumer Culture Theoretics (CCT). The readings and the speakers highlight an interdisciplinary perspective, engaging with scholarship from marketing, critical marketing, anthropology, sociology, communication, and cultural and gender studies. Together, we examine the historical, socio-cultural, political-economic, and ethical dimensions of consumption and marketing in both developed and developing contexts across the global North and South.
2. The seminar also aims to enable the participants to advance the conceptualization of their work. Participants and faculty will discuss how to frame and theorize their research in relation to the relevant literatures, craft compelling research questions, and develop conceptualizations and theoretical contributions.
3. Another purpose is to enhance the participants’ awareness of the expectations and processes of international journals and their review processes. There will be a faculty panel on “how to publish” research papers.

Seminar Coordinators:

- Eminegül Karababa, Department of Business Administration, Middle East Technical University, eminegul@metu.edu.tr
- Olga Kravets, School of Business and Management, Royal Holloway, University of London, Olga.Kravets@rhul.ac.uk
- Güliz Ger, Faculty of Business Administration, Bilkent University, ger@bilkent.edu.tr

Don’t miss “The Theorization Seminar”! Join us in Ankara on 1–6 June 2026.

More information, including application instructions, will be available soon.